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United Nations Centre for Trade Facilitation and Electronic Business structure, mandate, terms of reference and procedures

Representation Procedure Guidelines

Summary

As part of its effort to clarify and streamline the work of United Nations Centre for Trade Facilitation and Electronic Business (UN/CEFACT), the Bureau has prepared this guideline on external communication and representation. These guidelines set out the basic principles and objectives of communication with other organizations and with the press by both UN/CEFACT Bureau members and UN/CEFACT experts.

This document is submitted to the twenty-fourth UN/CEFACT Plenary for noting.

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I. Introduction

1. For this document Communication and Representation includes:

- Presentations of UN/CEFACT or its deliverables at external conferences and meetings;
- Statements in publications and media (e.g. interviews) on UN/CEFACT or its deliverables;
- Representation of UN/CEFACT in external meetings.

2. For general engagement rules, see UN/CEFACT's Liaison Policy: ECE/TRADE/C/CEFACT/2016/14.

3. The word *Communication* is used throughout this document to represent these points.

II. General

4. All communication listed in the Introduction should be signalled on a regular Bureau call and documented in the minutes. If, because of time restraints, it cannot be signalled on a regular Bureau call prior to the event, it should be signalled on the next possible Bureau call and documented in the minutes.

5. The use of the UN logo is regulated by the UN. Only the UNECE Secretariat can authorize the use of the UN logo or any other official logo/template.

6. PowerPoint presentations which wish to use a UN logo or template should submit the finalized presentation to the UNECE Secretariat who will validate it and then allow the use of the logo or template. No other logo or template should be present on such a presentation. If such authorization cannot be obtained prior to the event, the presentation must be blank—i.e. free from headings, footers and logos.

7. Any presentation to be provided to another organization for publication or distribution to participants should be done in a non-editable format only (such as PDF).

8. Ensure that within your proposed presentation there is no ambiguity as to which organization you are representing.

9. Communication on UN/CEFACT matters must not be mixed with other engagements or roles the delegate may have, such as the organization where he/she is employed. The speaker should strive not to leave any impression with the audience that UN/CEFACT endorses any commercial message that may be associated with the speaker.

10. Communication that is made jointly with other organizations must be agreed with the Bureau.

11. Communication should be made in a positive or, if concerns are expressed, constructive manner. The latter should be communicated to the Bureau.

12. The Code of Conduct applies to the Communications covered by this document.

III. Bureau members

13. The Vice Chairs may represent topics within their programme development area (PDA) of responsibility at their discretion. Important issues shall be reported back to the Bureau and sensitive issues agreed within the Bureau or with the Chair before the

communication. Topics pertaining to other PDAs may be communicated with prior agreement of the responsible vice-chair.

14. Communication on PDA specific topics by the UN/CEFACT Chair should be aligned with responsible Vice Chairs whenever practically possible.

IV. UN/CEFACT registered experts

15. Any Communication must be agreed with the responsible Vice Chair. For occasional communication, providing the event, topic and purpose is normally enough. For reoccurring events, the relevance for UN/CEFACT's Programme of Work and Liaison Policy should be established.

16. Communication on topics that represent a work in progress or draft must be cleared by the Bureau.